



State of CareSM
Spotlight on Child Care

A study from Care.com that measures families' attitudes toward caregiving

Conducted and Funded by



Cost of Child Care

7.5 million US families regularly place their young children in the care of someone other than a parent or guardian—for an average of **26 hours per week**.

- These families spend an average of **\$7,213 per year** for care for their youngest child alone.
- Families with 2 or more children pay an average of **\$10,828 per year** for care for all their kids—or **15% of their annual household income**. According to Census data, this is:
 - o 133% of the median annual rent payment (\$8,148)
 - o 60% of the median annual mortgage payment (\$18,168).

	Distribution of households using child care arrangement for youngest child	Average weekly cost of child care arrangement for youngest child
Preschool	23%	\$148
Grandparent or relative	18%	\$39
Child care center	17%	\$149
A babysitter or nanny	13%	\$166
A family care provider	11%	\$96
Extended school day program	9%	\$66
Other	8%	\$37
A friend or neighbor	2%	\$28

Finding Child Care Arrangements

Parents consider many factors and rely heavily on recommendations from friends and family when selecting a new child care provider

- Safety, location, caregiver experience, curriculum, and affordability are the top five factors that parents consider when selecting a new child care provider.
- 50% of families whose children are regularly in the care of someone other than a parent or guardian have used recommendations from family and friends to find a new child care provider.
- **25% of families have used sites like Craigslist and Care.com.**

Methodology

In January 2010, Care.com sponsored a phone survey of parents of young children and individuals caring for elderly family members. Parents of young children are defined as parents or guardians of one or more children aged 12 or younger. Individuals caring for elderly family members are defined as adults who provide direct care, make caregiving decisions, or provide financial support for one or more elderly family members. The phone survey was conducted by Eastern Research Services, who conducted interviews with 600 parents of young children and 300 individuals caring for elderly family members. The child care interviews were reached by randomly sampling households with children 12 or younger. The senior care interviews were reached by randomly sampling households with an adult between the ages of 45 and 65. The margin of error for the child care results is plus or minus approximately 4 percentage points at the 95% confidence level. This means that 95 times out of 100, a difference of greater than 4 percentage points would not have occurred by chance. The margin of error for the senior care results is plus or minus approximately 5.7%. For subsets of respondents, the margin of error is larger.

About Care.com

Founded in 2006, Care.com is the largest and fastest growing service used by families to find high-quality caregivers, providing a trusted place to easily connect, share caregiving experiences and get advice. The company addresses the unique lifecycle of care needs that each family goes through—child care, special needs care, tutoring and lessons, in-home senior care, pet care, housekeeping and more. The service helps families find and select the best care possible based on detailed profiles, background checks and references for hundreds of thousands of mom-reviewed providers who seek to share their services. Through its Care.com for Recruiters service, Care.com also enables companies to find high-quality caregiving employees.

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